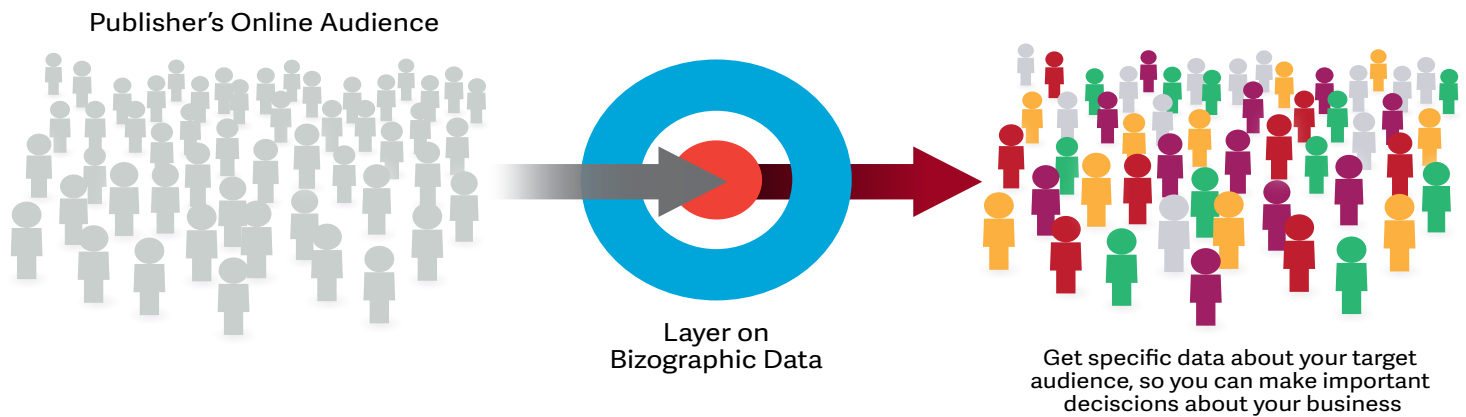


## Legendary Audience Monetization Through Bizographic Targeting

You already understand the value of segmenting your web audience for advertisers. Simply put, advertisers will pay more if you can target and deliver their ads to the right business audiences on your web properties. What if you could deliver, at scale, their ads to just Fortune 500 Execs - or SMB sales and marketing managers or - CFOs in Healthcare?

**Bizo Private Audience Targeting** enables publishers to segment their audience by business demographics (e.g., **industry, job function, seniority, company size**) and upsell their advertisers with the ability to target high-value ads to specific business demographic - or “bizographic” - segments.



## Unlock the Value of Your Audience at Scale

The key to maximizing our audience monetization opportunities through targeting is scale. Most business publishers understand their audience at a high-level, but to drive additional revenue, you need real-time target/segment data at the “decision point”, i.e. when you are ready to serve an ad.

Bizo anonymously tracks the bizographics of over **120 million professionals**; which means we've got you covered. By overlaying Bizo data across your website audience, you can achieve the scale you need in a broad range of high-value target segments.

## Arm Your Sales Team with a Compelling Upsell Opportunity

Bizographic targeting delivers high value to advertisers and provides a potential upsell opportunity for your sales team. Bizo can make every customer conversation even more compelling by enabling your reps to deliver the value of pinpoint audience targeting and improve campaign ROI for your advertisers.

## Learn More...

To learn more about how Bizo can help take your digital media strategy to the next level, contact Chris Conforti at [cconforti@bizo.com](mailto:cconforti@bizo.com) or 646-412-5708 or log onto Bizo's Partner Success Zone at [partners.bizo.com](http://partners.bizo.com).